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SEP 18 2004

Appl. No. 09/705,411
Amdt. dated September 17, 2004
Reply to Office action of September 4, 2004

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (previously amended). An advertising device adapted for mounting on a vehicle comprising:

- (a) a frame and a center section forming the advertising device;
- (b) the advertising device being adapted for securing to a license plate area of a vehicle;
- (c) the frame being securable to the vehicle;
- (d) the frame and the center section being adapted to have advertising thereon; and
- (e) the frame being separable from the center section.

Claim 2 (previously amended). The advertising device of Claim 1 wherein:

- (a) the advertising device has at least one slit separating the center portion from the frame;
- (b) the advertising device has at least one tab connecting the center portion to the frame;
- (c) the at least one tab is capable of being severed in order to separate the center portion from the frame;
- (d) the at least one slit and at least one tab provides a shape for the center portion relative to the frame; and
- (e) the frame including a fastening means to secure the frame to the vehicle.

Claim 3 (amended twice). The advertising device of Claim 2 wherein:

- (a) the frame separates from the center portion by severing all members of the class consisting of the at least one tab; and
- (b) the frame includes at least one aperture for securing the advertising device to the vehicle; and
- (c) the fastening means includes at least one aperture to secure the frame to the vehicle.

Claim 4 (originally presented). The advertising device of Claim 3 having a generally rectangular shape.

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Claim 5 (now cancelled).

Claim 6 (now cancelled).

Claim 7 (originally presented). In a vehicle having at least one advertisement thereon, the improvement comprising an advertising device with the at least one advertisement thereon adapted for mounting on the vehicle, the improvement further comprising:

- (a) the advertising device having a multiplicity of uses;
- (b) the advertising device including a frame and a center section;
- (c) the advertising device being adapted for securing to a license plate area of a vehicle;
- (d) the frame being securable to the vehicle;
- (e) the frame and the center section being adapted to have advertising thereon; and
- (f) the frame being separable from the center section.

Claim 8 (previously amended). The vehicle of Claim 7 wherein:

- (a) the advertising device has at least one slit separating the center portion from the frame;
- (b) the advertising device has at least one tab connecting the center portion to the frame;
- (c) the at least one tab provides for severing the center portion from the frame;
- (d) the at least one slit and the at least one tab provides a shape for the center portion relative to the frame; and
- (e) the frame including a fastening means to secure the frame to the vehicle.

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Claim 9 (amended twice). The vehicle of Claim 8 further comprising:

(a) the frame separating from the center portion by severing all members of the class consisting of the at least one tab; and

(b) the frame including at least one aperture for securing the advertising device to the vehicle; and

(c) the fastening means includes at least one aperture to secure the frame to the vehicle.

Claim 10 (twice amended). The vehicle of Claim 9 further comprising wherein the advertising device has device having a generally rectangular shape.

Claim 11 (now cancelled).

Claim 12 (now cancelled).

Please cancel Claims 5, 6, 11, and 12.